California and Western Medicine

Owned and Published by the

CALIFORNIA MEDICAL ASSOCIATION

Official Organ of the California and Nevada Medical Associations FOUR FIFTY SUTTER, ROOM 2004, SAN FRANCISCO

Telephone Douglas 0062

Address communications to the EDITOR, as per the above address.

Advertising Representative for Northern California L. J. FLYNN, 544 Market Street, San Francisco (DO 0577) Advertising Representative for Southern California A. GUTTMAN, 1925 Wilshire Blvd., Los Angeles (VA 1221)

Subscription prices, \$5.00 (\$6.00 for foreign countries); single copies, 50 cents.

Volumes begin with the first of January and the first of July. Subscriptions may commence at any time.

Change of Address.—Request for change of address should give both the old and the new address. No change in any address on the mailing list will be made until such change is requested by county secretaries or by the member concerned.

Advertisements.—The journal is published on the seventh of the month. Advertising copy must be received not later than the 15th of the month preceding issue. Advertising rates will be sent on request.

Responsibility for Statements and Conclusions in Original Articles.—Authors are responsible for all statements, conclusions and methods of presenting their subjects. These may or may not be in harmony with the views of the editorial staff. It is aimed to permit authors to have as wide latitude as the general policy of the journal and the demands on its space may permit. The right to reduce or reject any article is always reserved.

Contributions—Exclusive Publication.—Articles are accepted for publication on condition that they are contributed solely to this journal.

Leaflet Regarding Rules of Publication. — California and Western Medicine has prepared a leaflet explaining its rules regarding publication. This leaflet gives suggestions on the preparation of manuscripts and of illustrations. It is suggested that contributors to this journal write to its office requesting a copy of this leaflet.

EDITORIALS*

RIVERSIDE ANNUAL SESSION

This Year's Annual Session to Be Held April 30 to May 3.—One of the official California Medical Association notices in this number of California AND WESTERN MEDICINE is an announcement of the next annual session of the California Medical Association, which this year will be held at Riverside; the meetings to commence on Monday, April 30 and to continue through most of Thursday, May 3. The attention of members in all parts of the State is called to this notice,† with the thought that many physicians will begin to plan to be present. The local committee of arrangements, of which Dr. W. W. Roblee of Riverside is chairman, is making earnest efforts to provide all possible facilities for a pleasant and profitable session. The progress report of the Committee on Scientific Program to the Council indicates that section meetings will measure up to the excellent standards of recent years. The officers, therefore, urge all members who can arrange their work to make an effort to attend this meeting, at which

matters of vital importance to scientific and organized medicine will come up for discussion and

EXCELLENT WORK

A Flying Squadron: Why Not More of Such?— There has come into being during the last year what might be called the "Flying Squadron" of the California Medical Association.

A small group of physicians, headed by Dr. George G. Reinle, president of the Association, and including Dr. Charles A. Dukes and Dr. Walter M. Dickie, chairman and director, respectively, of the California Medical Association Public Relations Committee, and Dr. Benjamin Black, medical director of Alameda County, has held itself subject to call by component county societies or other bodies interested in or allied to scientific and organized medicine.

Talks have been given before the Solano and Napa county medical societies, at Vallejo; the Santa Clara county society, at San Jose; the California League of Municipalities, at Santa Cruz; the Fresno county society, at Fresno; the Long Beach group, at that city; the Alameda County Dental Association, at Oakland; and other organizations. The four physicians mentioned have spoken at most of these meetings, and the subjects discussed have included many phases of medical economics, with special emphasis on county plans in preventive medicine.

With the Alameda County Plan now entering the second year of its existence, it has been possible to report on the results achieved during the first twelve months. This task has fallen to Doctor Reinle who, in his last talk before the dentists of Alameda County, was able to state that, during the first twelve months of its operation, the Alameda County Plan provided medical service on a part-pay basis to 1,742 persons. At the same time, he reported on the progress of somewhat similar plans as inaugurated by component county medical societies in other parts of California.

In his address before the California League of Municipalities at Santa Cruz, President Reinle strongly advocated a matured program of preventive medicine as the natural and necessary sequence to general public health work. In this connection, he urged a closer coöperation between county medical societies, and county and municipal health departments.

At the various meetings the speakers of the "Flying Squadron" have pointed out the necessity for unified effort on the part of the medical profession, to the end that present-day problems might be solved along constructive lines and the menace of state medicine reduced.

The success attained through the visits of this one group of officers should commend the plan to other sections. California is a large state, geographically, and different portions all have their respective problems. The California Medical Association, and also public health work, would profit, if three or more such "Flying Squadron" groups should come into existence.

^{*}Editorials on subjects of scientific and clinical interest, contributed by members of the California Medical Association, are printed in the Editorial Comments column, which follows.

[†] Notice is printed on page 125.